Walt Disney Archives and Animation Studios

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Agenda

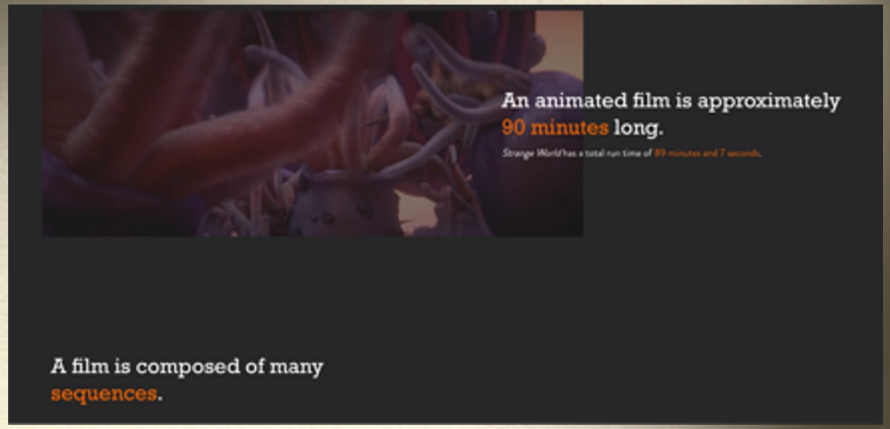
- Walt Disney Collection Policies
- Collection and Mission Statement
- Collection Suggestions
- Capturing Patron Base
- Deselection

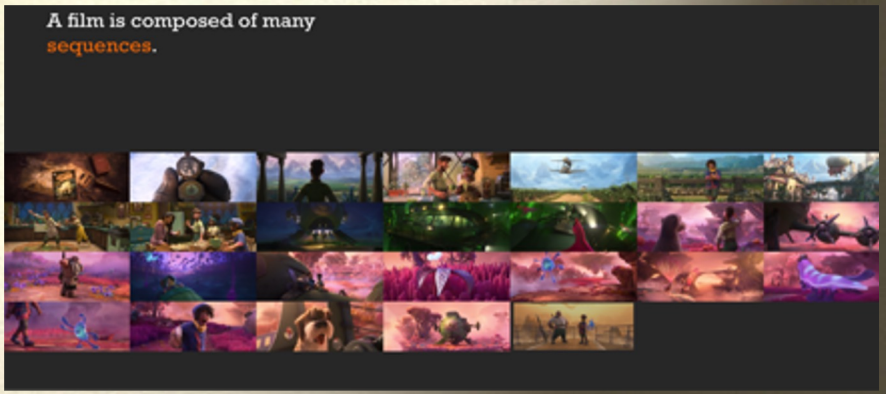
Walt Disney Collections

- **Mission statement**: The Walt Disney Archives was established in 1970 to collect, preserve and make available for research the historical materials relating to Walt and the company he founded.
- **Collection development policy**: For nearly 100 years, Disney Animation has told timeless stories through animated films that combine beautiful artistry, masterful storytelling, and groundbreaking technology. Today, we continue to honor our heritage through feature-length and short films, theme park experiences, and new content.
- **Scope statement**: At Walt Disney Animation Studios, artists and technologists work together to advance the art and science of animation. Inspired by our legacy, we look ahead to discover new styles, tools, and techniques that will shape the future of animated storytelling.

Needs Assessment

- **Current users**: Adult disney fans and experiences animators in the field
- **Strengths**:good breakdown on how a film is made
- **Weaknesses**: no interactive modules for users to test out film making process, no modules for editorial and sound, and no modules for asset creation





Suggestion 1

- **The Beastly Kingdom Unicorn.** During the creation of the Animal Kingdom, there were originally plans for a section of the park focusing on mythical creatures, but this was scrapped. The unicorn was left in the park and was only visible from a river boat ride, and became a cult icon. The unicorn has been sold at an auction and now resides in a dedicated fan's garden. I do not think the Archives should take this away from the fan, but should incorporate its history and photographs into the archive. Theme parks are a major part of the Disney legacy, and its history, even the canceled projects, should be remembered.

Suggestion 2

- A display prop from The Great Movie Ride, which was a very popular ride in Disney's Hollywood Studios from 1989-2017. Unfortunately, when a ride is replaced, much of the props and details are destroyed rather than preserved. The Great Movie Ride was an iconic ride highlighting a number of popular blockbuster films, and had a dedicated fanbase. For $100, the Walt Disney Archives could obtain a piece of history from the now defunct ride.

Suggestion 3

- **A press kit for *James And The Giant Peach* (1996). While one of the less popular movies, *James And The Giant Peach* was a pioneer for stop-motion animation, and is a movie of great historical significance. This package costs $40.**

Suggestion 4

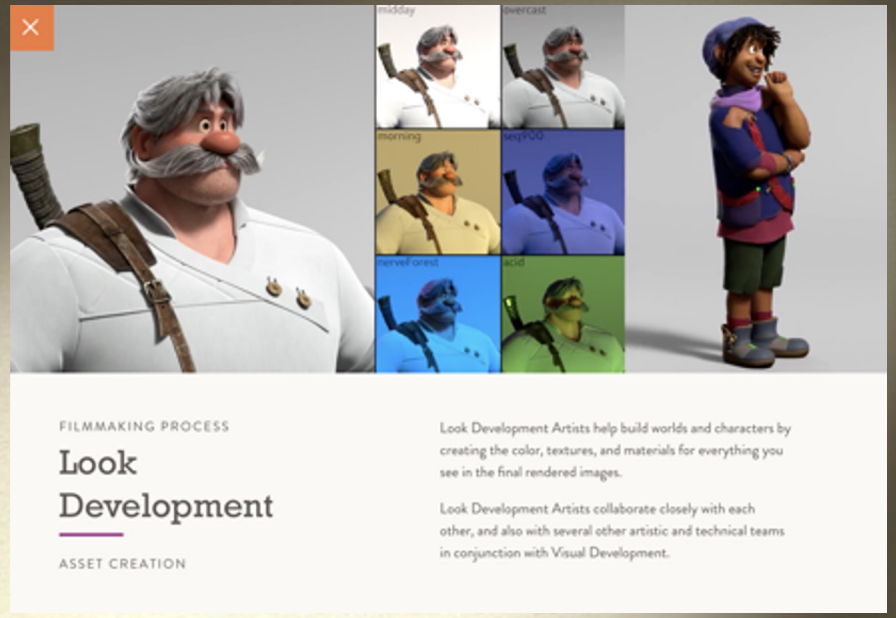
- Asset Creation- Hair
- The website should introduce a demo for Tonic- an in house program developed by Disney specifically for modeling individual strands of hair.
- Suggested software: Tonic, in house, no cost.

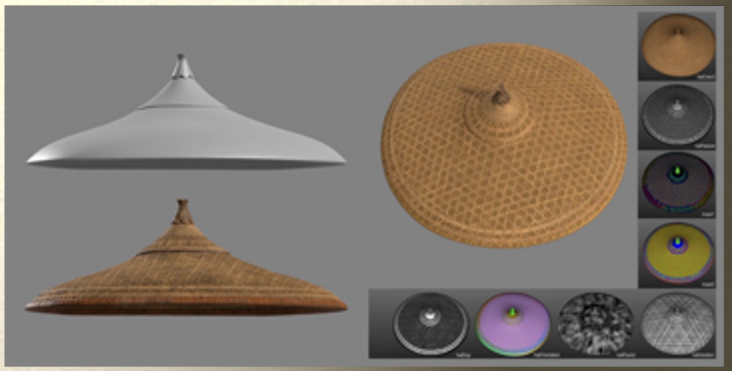
Suggestion 5

- **Asset Creation- Modeling**
- **The website should include a software that can let users play around with 3D models.**
- **Suggested software: Adobe 3D & AR 49.99/month (substance 3D modeler)**

Suggestion 6

- **Asset Creation- Look Development**
- **We should add a software that would let users create colors, textures, and materials as Development Artists would be doing in the final stages of character creation.**
- **Suggested software: Adobe 3D & AR 49.99/month (substance 3D designer)**



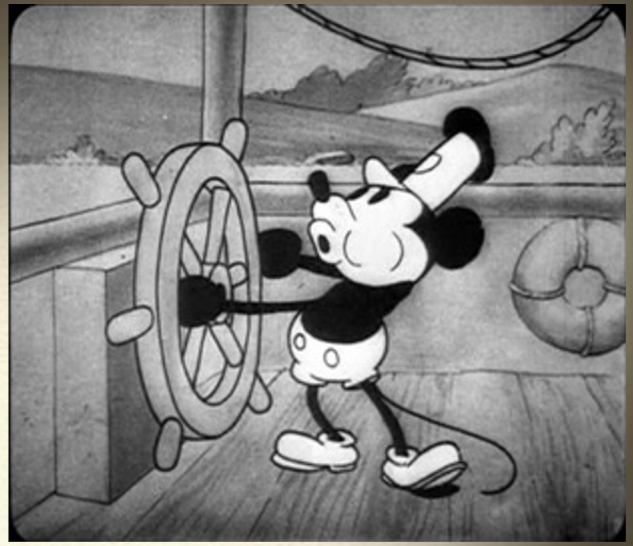


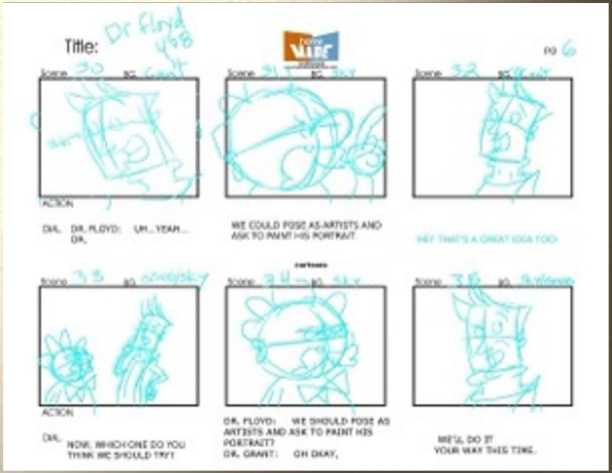
Suggestion 7

- **Asset Creation- Rigging**
- We should add a software that allows users to create facial expressions and movement
- Suggested software: Adobe Character Animator 54.99/month

Suggestion 8 & 9

- **Digital Flipbook**: To commemorate how Disney first started with Steamboat Willie, we suggest adding a software that would mimic hand drawn animation
  - **Suggested software**: Flipsnack free or Photoshop 35.99/month or Illustrator 35.99/month
- **Digital Storyboard**: Users can use premade images of characters to create their own storyboards digitally
  - **Suggested software**: Bluescape 24/month





Suggestion 10

- Commemoration of Marvel, Star Wars characters using digital softwares mentioned

Capturing Patron Base

- Patron base are animation enthusiasts, filmmakers, and young adults looking to get into the field of animation

- Methods that can be used to most effectively reach patron base are:

  1. Social interaction
  2. Interactive module
  3. Effective navigation

Deselection

- Five items to deselect

  Render Services

  Production Development

  Data Center Services

  Our People

  Homepage

- Do not contain the three criteria that would engage patrons

Thank you Board of Directors!

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